

Audience Specific Messaging

Stories from the field

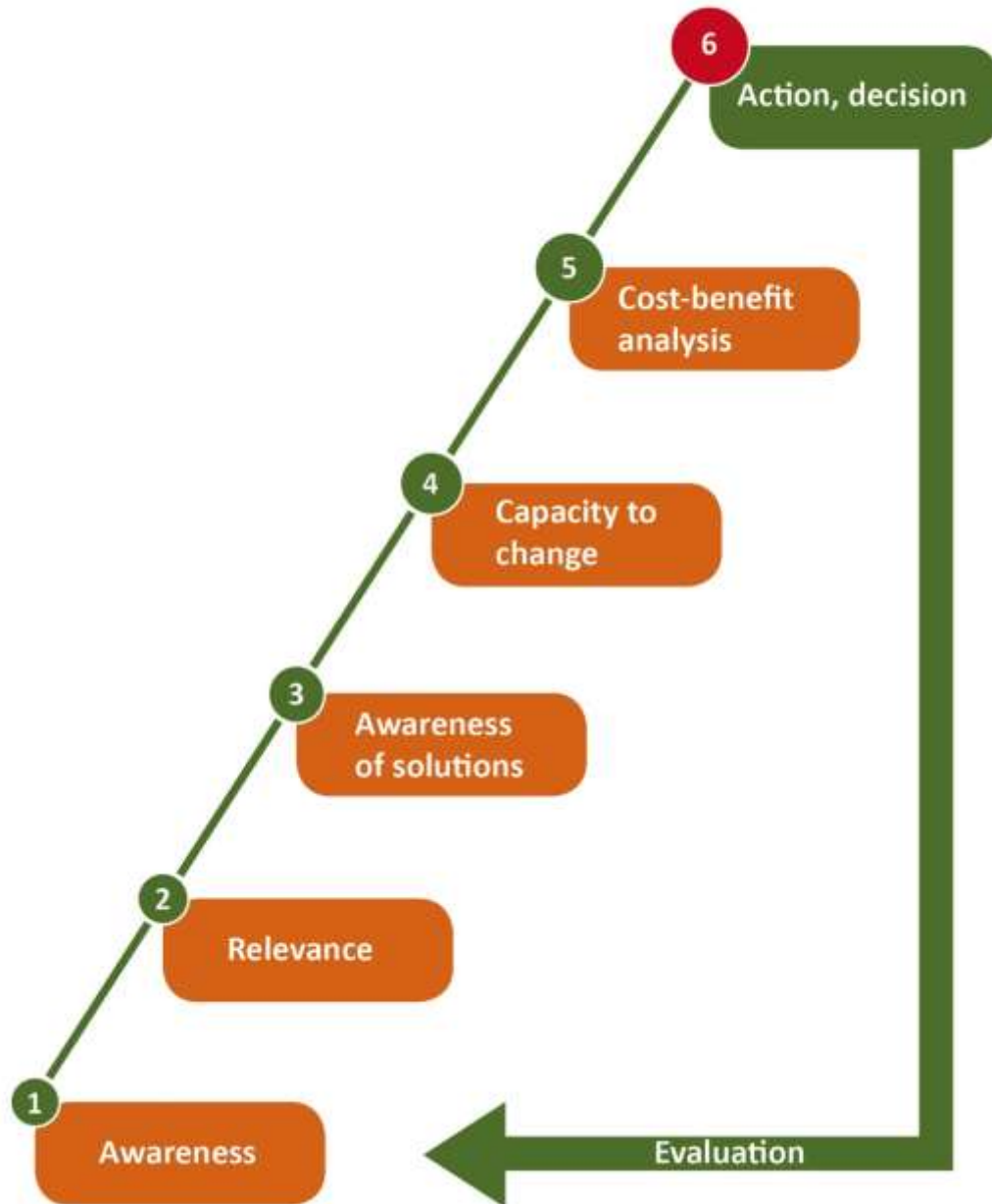
Featuring:

Lyon and Northeast KS CDRR grantee work

Good communication is about having a clear vision and strong evidence that you can adapt for different audiences.

- The National Archives (UK)

The Communication Continuum



WHO Strategic Communication
Framework for Effective
Communications, p.10

Effective Communication

- ▶ Accessible
- ▶ Actionable
- ▶ Credible
- ▶ Relevant
- ▶ Timely
- ▶ Understandable



Accessible

- ▶ What are the most effective methods of reaching your audience?
- ▶ How do they prefer to access health and wellness information?
- ▶ Building awareness versus behavior change



Print Media in NEK



Fresh Mobile Pantry



Where:

Behind Kickapoo Tribe
Service Station
898 Highway K20
Horton, KS

When:

Thursday, October 12, 2017
Thursday, November 9, 2017
Thursday, December 14, 2017

10am until 12 noon
Open to the General Public
While Supplies Last



Second Harvest Community Food Bank
816-364- FOOD

www.OurCommunityFoodBank.org

Accessible con'td

- ▶ What knowledge do they already have?
- ▶ What questions will they ask?
- ▶ What do you want them to know?
- ▶ What do they want from the communication?



Emporia State University Tobacco Free Policy Campaign



Brooke Bailey, senior communications major, discusses how the first reading of the Tobacco Free Campus policy was received. Photo courtesy of the ESU Bulletin.

Universities have two audiences:

- 1.) students
- 2.) staff and faculty

► And tobacco users vs. non-tobacco users

Communication Channels

- ▶ Mass media
- ▶ Organization and community
- ▶ Interpersonal



Communication Channels in NEK



**Boys & Girls Club of the Prairie Band
Potawatomi Nation** added 2 new photos.



March 24, 2017 · 🌐

Our guest speaker Jennifer today on tobacco smoking



Building Awareness at ESU

ESU going tobacco free | News | emporiagazette.com
www.emporiagazette.com/news/article_e62c9257-e51f-512f-954d
Apr 15, 2017 - Emporia State University will soon be tobacco free —

Emporia State University could be completely tobacco free | kvoe.com
kvoe.com/.../18552-emporia-state-university-could-be-completely-tobacco-free
Apr 28, 2017 - Emporia State University's tobacco policy is up for

Tobacco Free Task Force proposal passes first reading | esubulletin.com
www.esubulletin.com/.../tobacco-free-task-force.../article_02dc3
Sep 8, 2017 - Every university whose policy went through its faculty

ASG votes for a tobacco-free campus | News | esubulletin.com
www.esubulletin.com/...tobacco-free-campus/article_124b0478
Sep 22, 2017 - Members of the Tobacco-Free Task Force Brooke E

Emporia State on its way to being a smoke-free campus | kvoe.com
www.kvoe.com/.../20914-emporia-state-on-its-way-to-being-a-smoke-free-campus
Nov 9, 2017 - That's because effective Jan. 1, 2018 the ESU campus



EMPORIA STATE
UNIVERSITY

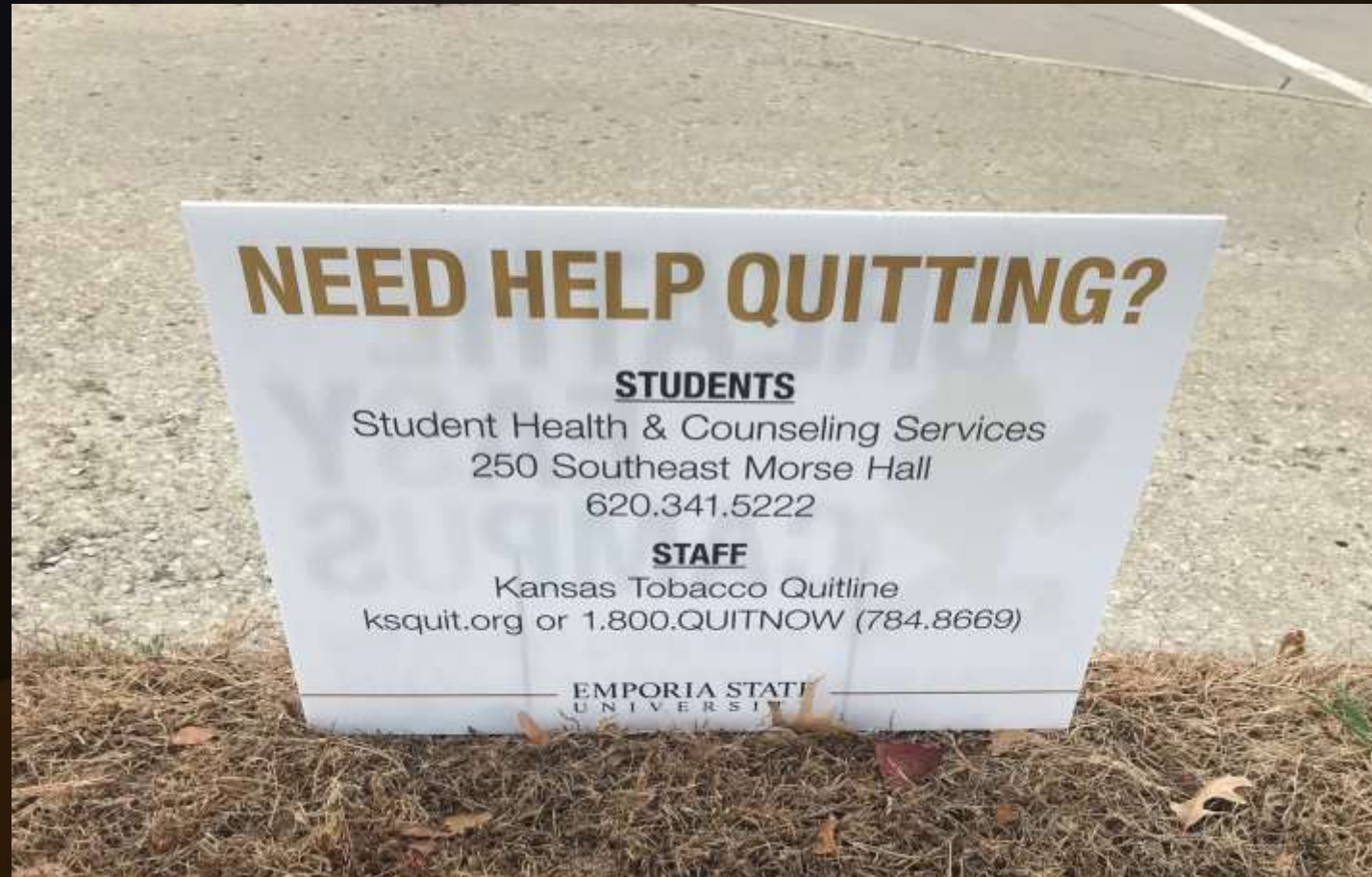
We're going tobacco free
January 1, 2018

Actionable

- ▶ Does the target audience have an understanding of the issue?
- ▶ Is the target audience able to act independently, or do they know where and how to access assistance?
- ▶ Is the issue relevant to them?
- ▶ **What are the barriers?**



ESU Temporary Signage



Actionable Messaging in NEK



- ▶ Located in community building
- ▶ Handprint messaging from children
- ▶ Consistent messaging

Credible and Trusted

- ▶ Make sure data is up-to-date and accurate
- ▶ Transparency
- ▶ Align with recognized organizations



Working Within Existing Systems in NEK

2017 Kansas Tribal Health Summit

2017 Kansas Tribal Health Summit
will be held August 27-29, 2017

The Kansas Tribal Health Summit is a convening of the Kansas Tribes and the partners that support tribal health and wellness issues. This event is hosted by the Iowa Tribe of Kansas and Nebraska, Kickapoo Tribe in Kansas, Prairie Band Potawatomi Nation, and the Sac and Fox Nation of Missouri in Kansas and Nebraska.



August 27th Sunday Funday for Community Members

*4:00-6:00 Prairie Band
Potawatomi Boys & Girls Club
6:30-9:00 Prairie Peoples Park*

Members of all four tribes are invited to a Color Run 1.5 mile/5K run, games, and healthy dinner at Prairie Peoples Park. Indoor exercise opportunities will also be scheduled at the Boys & Girls Club. This is a wheelchair and stroller-friendly event.

August 28th Conference for Community Members

8:30-4:30 Prairie Band Casino & Resort

Community members and members of all four tribes can join us at the Prairie Band Casino and Resort Conference Center to learn about nutrition and physical activity topics including: water issues, gardening, healthy cooking, tai chi, and yoga. Lunch will be provided.

August 29th Conference for Tribal Employees & Health Partners

8:30-4:30 Prairie Band Casino & Resort

Health professionals and tribal employees coordinating food and health activities are invited to join us at the Prairie Band Casino Conference Center to learn from experts and explore issues that impact health and wellness in Indian Country. Lunch will be provided.

Please register at <http://bit.ly/2017kansatribalhealth>

Registration is required and closes on August 22nd. A discounted hotel rate of \$79 a night is available by calling the Prairie Band Casino and Resort at (785) 966-7777 and using the event code S08KSTH.

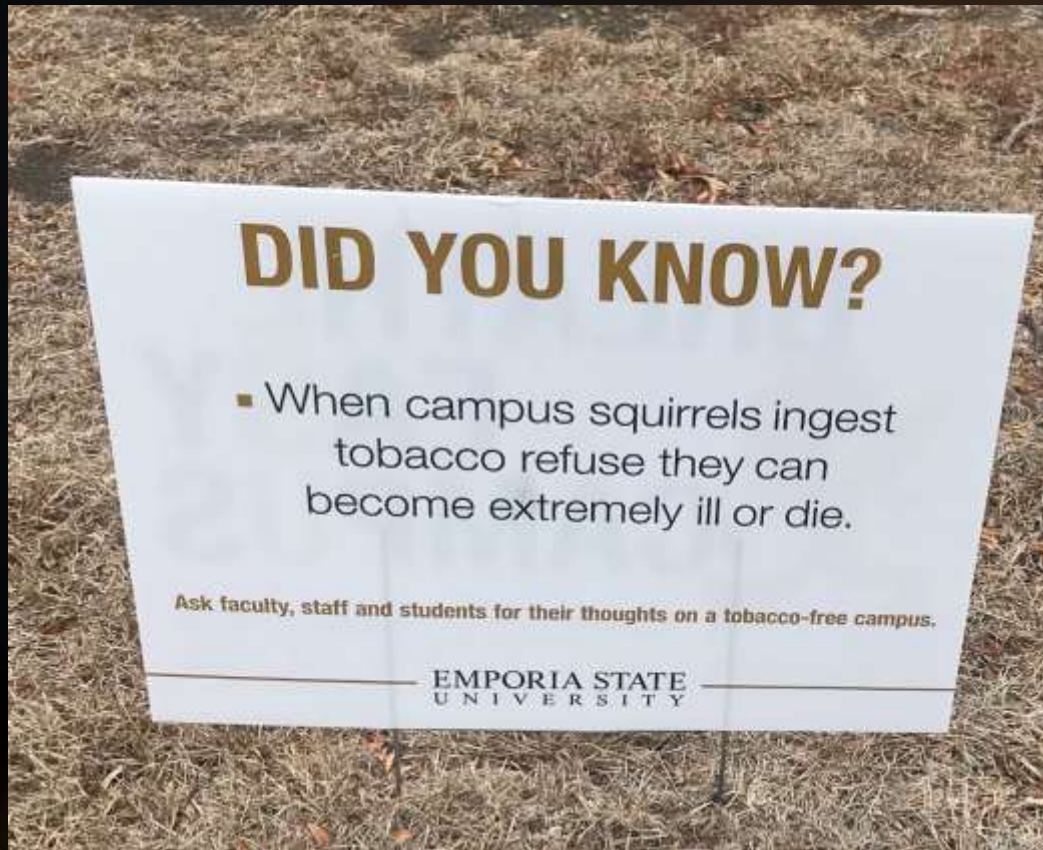
For more information contact Amy Ochsner at 913-652-1907 or amy.ochsner@heart.org

Relevant

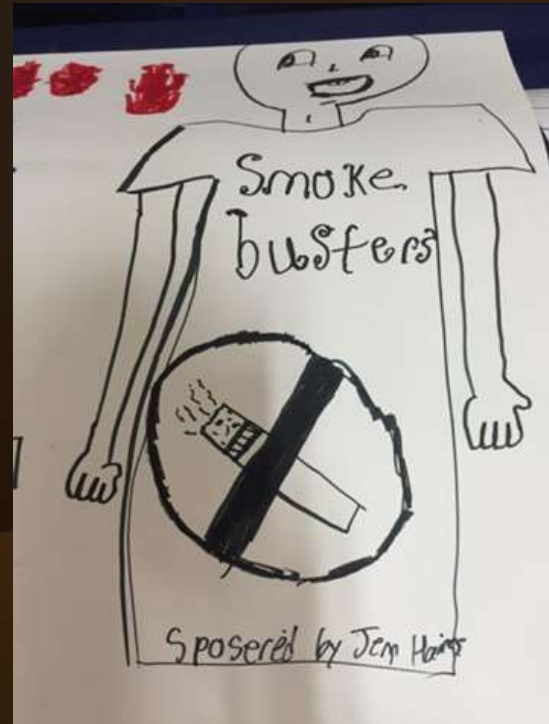
- ▶ Socio-demographic characteristics
- ▶ Frame of reference
- ▶ Empowered to change
- ▶ Personal, community or national values related to the topic



ESU – customizing the tobacco-free message



Relevance



Tailoring Content

- ▶ Effective messaging focuses on the audience
 - ▶ What do you want *this* audience to know?
 - ▶ What do they want to learn from you?
 - ▶ What is the benefit to them?
 - ▶ Address any potential barriers
 - ▶ What could this audience misunderstand if you do not stress correct information?



Cultural Differences



VS

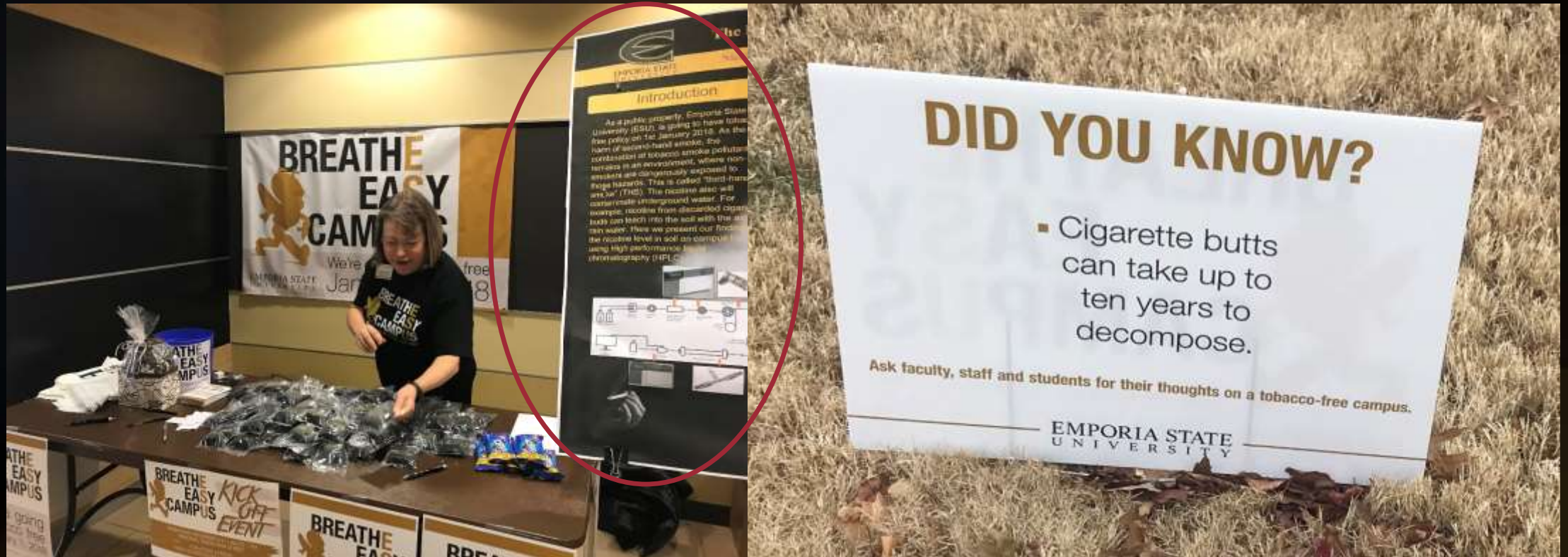


Timely

- ▶ Deliver messages so that the audience has time to understand and act
- ▶ Deliver a sequence of messages over a time frame to increase the effectiveness



ESU - sequenced tobacco-free education



ESU Tobacco Free Kick-Off event, Nov. 9, 2017.

Understandable

- ▶ Use clear and plain language
- ▶ Telling stories with human dimension
- ▶ Incorporating visual components
- ▶ Organize with most important points first
- ▶ Use real-life stories



NEK Brochure on Tobacco

Traditional Tobacco

Types of Use:

- Tobacco is offered to the earth or fire. It is held in the hand and is not smoked.
- Some sacred pipes are smoked, but not all contain tobacco. Some tribes don't use tobacco at all and some will use a blend of tobacco and other herbs.
- Tobacco is offered to a Healer, Elder, or other person as a sign of respect.
- It is used to pray with and is considered a Medicine for one's health and well-being.

Benefits:

- Discipline
- Respect for the Creator and all creation
- Understanding of the American Indian culture
- Spiritual development toward being a good person

Special Notes:

- Tobacco is the first plant that the Creator gave to the Native people.
- Tobacco is the main activator of all the plant spirits.
- Traditional tobacco is free of chemicals and poisons.
- Traditional tobacco is generally held in the hand and is not smoked.

Tobacco is sacred! Be respectful!

Cigarette Smoking and Native People



- Native people have the highest smoking rates of all ethnic groups in the United States at 41%, compared to 15% to 24% in other ethnic groups.
- Cigarette smoking is the number one cause of preventable death among Native people.
- Death rates from tobacco-related diseases among Native people are double that of other ethnic groups.
- Native women are the only group of people in the United States who smoke more cigarettes now than they did 20 years ago.
- Cigarette smoking is a major contributor to the top two causes of death among Native people, heart disease and cancer, especially lung cancer.
- Traditional tobacco is free of chemicals and poisons.

Commercial Tobacco

Types of Use:

- Chewing tobacco or using snuff
- Smoking cigarettes

Benefits:

- No benefits (very high risk of cancer if you use chew, snuff, or smoke cigarettes)

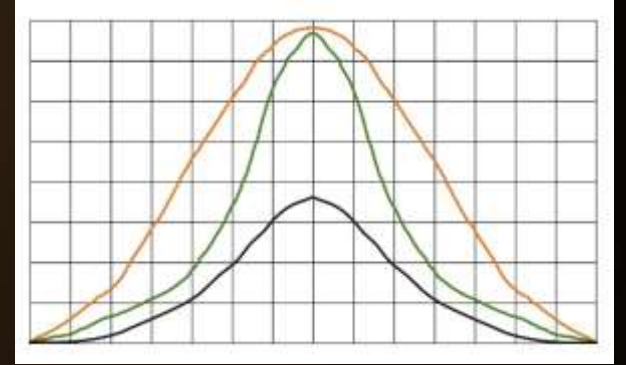


Special Notes:

- Tobacco products are highly addictive--even more so than cocaine or heroin.
- Cigarettes cause cancer, heart disease and emphysema. Cigarette smoke contains over 50 known carcinogens (cancer-causing agents) and other harmful chemicals such as arsenic (poison), acetone (nail polish remover), methanol (antifreeze), nicotine (insecticide), ammonia (window cleaner), carbon monoxide (car exhaust), cyanide (rat poison), dimethyl benzyl (toilet bowl cleaner), and formaldehyde (preserves dead tissue).
- The facts are that commercial products (and even the so-called "American Indian" brands) contain stimulants that don't relax you.
- Chewing tobacco leads to gum disease, tooth decay and cancer of the mouth and throat.

Use of Visual Aids to Support Message

- ▶ Photos versus graphs
- ▶ Evaluate each individually:
 - ▶ Does it add impact with *this* audience?
 - ▶ Does it help to explain an idea?
 - ▶ Does it help the audience with language accessibility/comprehension?

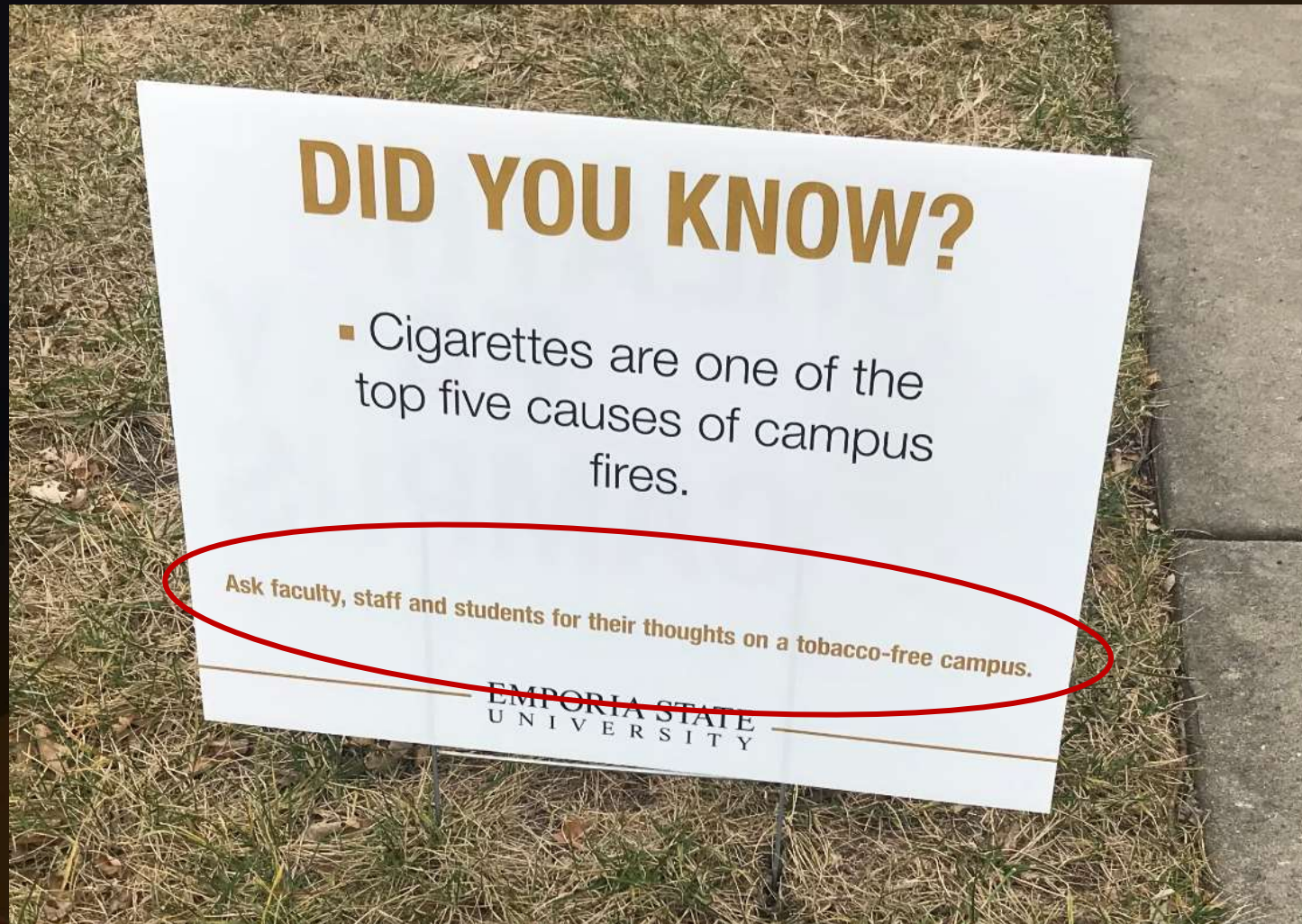


Choose a Style

- ▶ What style of language will resonate with this audience?
- ▶ What degree of formality is expected?
- ▶ What level of interaction is best?



ESU - conversational style



Signage in Northeast Kansas



Effective messaging does not convince people that they “should” do something, but that they “want” to do something.

-American Heart Association, *Workplace Health Playbook*

Sources:

- ▶ WHO Strategic Communication Framework for Effective Communications, World Health Organization, 2017.
- ▶ Effective Communications: Raising the Profile of your Archive Service, The National Archives (UK), 2013.
- ▶ Hawkins, et. al., Understanding Tailoring in Communicating About Health, Health Education Research, March 2008.
- ▶ How to Prepare and Deliver a Presentation, Knowledge and Adoption Toolkit, Econnect Communication.

Questions?

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